Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of claims:

1.   (Currently Amended) A method of selling a product by an Internet data communication system in which

a vendor of a product publicizes a color image product catalog A and propagates said color image product catalog A to potential consumers over the Internet, and

any one of said potential consumers finds at least one desired article in a digital color image B of said color image product catalog A displayed on a monitor of said consumer's own PC and places an order with said vendor to purchase said at least one desired article,

said method of selling a product by an Internet data communication system comprising:

a first step of preparing said color image product catalog A indicating at least one article, together with a basic reference color image α as yardstick Y to indicate a color change in said digital color image B from said color image product catalog A caused by said Internet data communication system,

a second step of preparing said basic reference color image α by any one of said potential consumers who want find at least one desired article from a digital color image B of said color image product catalog A displayed on a monitor of said potential consumers' own PC,

a third step of carrying out a color matching operation focused on a digital color image α' of said basic reference color image α displayed on said monitor, wherein said digital color image α is color matched to the color of said basic reference color image α' indicated in said color image product catalog A, and a color of the remaining part B- α' of said digital color image B is resultantly modified to a digital color image B' which is color matched to the color of said color image product catalog A,

a fourth step of selecting at least one desired article, by said potential consumer, from said modified digital color image B' obtained in said third step, and

a fifth step of ordering at least one desired article selected in said fourth step from the vendor by said potential consumer.

~~where a vendor of a product publicizes the product by a product catalog over the Internet and a consumer finds a desired product to purchase in a product catalog displayed on a monitor of the consumer's own PC and places an order, to the vendor, for a purchase,~~

~~said method of selling a product through an Internet data communication system comprising:~~

~~a first step of preparing a product catalog displaying a known basic color reference image attached to an image of a sample of said product and publishing it, through the Internet, by said vendor,~~

~~a second step of comparing a color of a digital image of said basic reference color image involved in said catalog, indicated on the monitor of said consumer's PC, to a color of said consumer's color reference being identical to said basic reference color image of said catalog by said consumer's naked eye observation,~~

~~a third step of creating a condition that said color of the digital image of said basic color image indicated on said monitor owned by said consumer can be recognized as substantially identical to the color of said consumer's color reference, by the consumer's naked eye observation,~~

~~a fourth step of finding a desired product by said consumer based upon the result of naked eye observation of the digital image of said product catalog indicated on said monitor of said consumer's PC under the condition created by said third step, and~~

~~a fifth step of ordering said desired product selected in said fourth step from said vendor.~~

2.   (Currently Amended) <u>A method of selling a product by an Internet data communication system in which</u>

_____ <u>a vendor of a product publicizes a color image product catalog A and propagates said color image product catalog A to potential consumers over the Internet, and</u>

_____ <u>any one of said potential consumers finds at least one desired article in a digital color image B of said color image product catalog A displayed on a monitor of said consumer's own PC and places an order with said vendor to purchase said at least one desired article,</u>

_____ <u>said method of selling a product by an Internet data communication system comprising:</u>

_____ <u>a first step of preparing said color image product catalog A indicating at least one article,</u>

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together with a basic reference color image α' as yardstick Y to indicate a color change in said digital color image B from said color image product catalog A caused by said Internet data communication system,

a second step of preparing said basic reference color image α' by any one of said potential consumers who want to find at least one desired article from a digital color image B of said color image product catalog A displayed on a monitor of said potential consumers' own PC,

a third step of carrying out a limited color matching operation applied only to a digital color image α' of said basic reference color image a displayed on said monitor,

a fourth step of obtaining data for color matching from said limited color matching operation, and

a fifth step of modifying said digital color image B by applying said data for color matching to said digital color image B, whereby a modified digital color image B' of said color image product catalog A is indicated on said potential consumers' own PC.

~~A method of selling a product by an Internet data communication system according to claim 1, further comprising:~~

~~an additional step of requesting a print catalog of said desired product for confirming the color of the desired product indicated in said catalog from said vendor based upon the result of said fourth step,~~

~~whereby said fifth step of ordering said desired product is performed after confirmation of the color of said desired product, using said printed catalog received from said vendor due to said additional step action by said consumer.~~

3.　　(Currently Amended) A method of selling a product by an Internet data communication system according to claim 1, wherein,

said basic reference color image α is RGB basic color reference image.

~~A method of selling a product by an Internet data communication system according to claim 2, wherein~~

~~said third step operation is carried out by applying a conventional color matching operation to a color image indicated on a monitor of said consumer.~~

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4.   (Currently Amended) A method of selling a product by an Internet data communication system according to claim 1, wherein,

____   said fifth step of ordering said at least one selected article from said vendor is performed after color confirmation of said at least one selected article by comparing the color thereof with the color of a corresponding article indicated in said color image product catalog A received from said vendor in response to a request from said potential consumers.

~~A method of selling a product by an Internet data communication system according to claim 1, wherein,~~

~~said additional step of requesting a print catalog of a desired product is modified to request a print catalog together with a small sample of said desired product,~~

~~whereby said fifth step of ordering said desired product is performed after confirmation of the quality, including the color quality, of said desired product by said printed catalog and said small sample of said desired product.~~

5.   (Original) A method of selling a product by an Internet data communication system according to claim 2, wherein

said third step comprises

a sub-step of finding a pertinent color filter through which said consumer is able to recognize that the color of the digital image of said known basic color reference indicated in monitor of a PC owned by said consumer is substantially identical to said color reference owned by said consumer, and

said fourth step of finding a desired product is carried out by observing a digital image of said product catalog indicated in said monitor based upon the naked eye observation through said pertinent filter.

6.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 1,

wherein said product is a textile product.

7.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 1,

wherein said product is a photograph.

8.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 1,

   wherein said product is a painting.

9. .   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 2, wherein,

   said additional step of requesting a print catalog of a desired product is modified to request a print catalog together with a small sample of said desired product,
whereby said fifth step of ordering said desired product is performed after confirmation of the quality, including the color quality, of said desired product by said printed catalog and said small sample of said desired product.

10.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 2,

   wherein said product is a textile product.

11.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 4,

   wherein said product is a textile product.

12.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 2,

   wherein said product is a photograph.

13.   (Previously Presented) A method of selling a product by an Internet data communication system according to claim 2,

   wherein said product is a painting.

14.   (New) A method of selling a product by an Internet data communication system according to claim 2, wherein,

said basic reference color image α is RGB basic color reference image.